

Calling All Artists and Musicians! Contest Seeks New Talent to Help Create a World with Less Cancer and More Birthdays

American Cancer Society launches user-generated Web platform to engage everyday artists and musicians in its global movement to end cancer

ATLANTA — June 23, 2011 — The American Cancer Society (ACS), [the official sponsor of birthdays](#), today announced the launch of the [Create More Birthdays Contest & Sweepstakes](#) in search of new artists and musicians to join its movement to create a world with less cancer and more birthdays. The contest provides an opportunity for everyday people to join the biggest names in art and entertainment, such as [Celine Dion](#), [Rihanna](#), [Eric Carle](#) and [Usher](#), by offering their own artistic expression in support of the American Cancer Society's lifesaving work.

Here is how the Create More Birthdays Contest works:

- Musicians are invited to submit a video performance of the traditional "Happy Birthday" song, similar to the [clips contributed by celebrity entertainers](#), while artists can submit original, visual artwork - both inspired by the many ways the ACS has helped make progress against cancer.
- Participants can submit entries at <http://my.morebirthdays.com> starting today through July 24, where the submissions will be open to online public voting.
- Twelve Finalists (five Finalists in each category based on the public's favorites, and one Finalist in each category selected by a panel of qualified judges, including art and design expert [Erin Loechner](#), Rock and Roll Mama [Lindsay Maines](#) and writer and photographer [Karen Walrond](#)) will be announced on approximately August 3rd and then two Grand Prize Winners – one in music and one in art – will be determined by public vote and announced at the end of August.
- The two Grand Prize Winners' submissions will be added to ACS's [More Birthdays gallery](#) on [morebirthdays.com](#) alongside [Justin Bieber](#), [Masha D'yans](#) and [Lady Antebellum](#) among many others and featured in a wide range of online products for download, such as e-cards, to help raise money to save more lives from cancer. The winning musician's work will also be featured in American Cancer Society's nationwide advertising campaign and the winning artist's work will be featured on Tiny Prints in their exclusive American Cancer Society card collection on [tinyprints.com](#).

Musician [Kate Voegelé](#), who recently joined the movement for more birthdays with her rendition of "Happy Birthday," said of the [contest](#), "I'm so proud to lend my voice to support the American Cancer Society and all they do to save lives from this horrible disease. I encourage artists and musicians everywhere to join with me and my fellow artists to use their talent to support this cause."

The public is encouraged to vote for their favorite music video and artwork entries at <http://my.morebirthdays.com>. With each vote cast, voters are entered into the [Create More Birthdays Sweepstakes](#) to win More Birthdays gift packs, including Tiny Prints birthday cards and More Birthdays gift wrap, posters, limited-edition prints and more, all created from the art inspired by ACS's work from famous artists, such as [Andrew Bannecker](#) and [Andy Gilmore](#). Entrants and fans of the [Create More Birthdays Contest](#) can also share their own submissions or their favorites with friends and family via their own [social networks](#).

The American Cancer Society's [More Birthdays movement](#) is dedicated to creating a world with less cancer and more birthdays – through decades of scientific research, advocacy, patient support and much more. With more

work like this and your help, we can create even more celebrations and more birthdays for all. To get involved in the movement or to learn more about the [Create More Birthdays Contest](#) and rules[i] visit <http://www.morebirthdays.com/>

About the American Cancer Society

The American Cancer Society combines an unyielding passion with nearly a century of experience to save lives and end suffering from cancer. As a global grassroots force of more than three million volunteers, we fight for every birthday threatened by every cancer in every community. We save lives by helping people stay well by preventing cancer or detecting it early; helping people get well by being there for them during and after a cancer diagnosis; and by finding cures through investment in groundbreaking discovery; and by fighting back by rallying lawmakers to pass law to defeat cancer and by rallying communities worldwide to join the fight. As the nation's largest non-governmental investor in cancer research, contributing more than \$3.5 billion, we turn what we know about cancer into what we do. As a result, more than 11 million people in America who have had cancer and countless more who have avoided it would be celebrating birthdays this year. To learn more about us or to get help, call us anytime, day or night, at 1-800-227-2345 or visit cancer.org

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[i] NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING.

American Cancer Society's "Create More Birthdays Contest & Sweepstakes" starts 6/23/11 at 12:00 A.M. ET and ends 8/22/11 at 11:59:59 P.M., ET. All entries must be submitted by 7/24/11 at 11:59:59 P.M. ET. See Official Rules at www.my.morebirthdays.com for entry instructions, prizes, judging criteria/selection of winners, odds of winning, and other important details. Eligible legal residents of 50 US/DC must be at least 18 years old or the age of majority in their state of residence, whichever is greater. Void in P.R. and where prohibited. Sponsor: American Cancer Society, Inc., 250 Williams Street, Atlanta, GA 30303.
